



## TSA.GOV Web Performance Metrics

Jul 1, 2017 - Jul 31, 2017

All Users  
100.00% Sessions

### Total Visits

**3,828,850**

% of Total: 100.00% (3,828,850)



### Avg. Visit Duration

**00:02:08**

Avg for View: 00:02:08 (0.00%)



### Pageviews

**8,749,299**

% of Total: 100.00% (8,749,299)



### Unique Visitors

**2,906,150**

% of Total: 100.00% (2,906,150)



### Avg. Pages / Visit

**2.29**

Avg for View: 2.29 (0.00%)



### Avg. Time on Page

**00:01:39**

Avg for View: 00:01:39 (0.00%)



### Bounce Rate

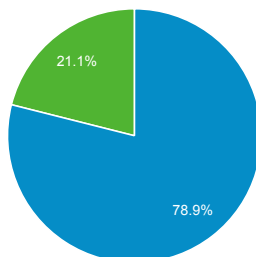
**46.38%**

Avg for View: 46.38% (0.00%)



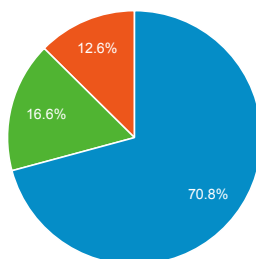
### New vs. Returned Visitors

New Visitor Returning Visitor



### Avg. Visits per Visitor

1 2 Other



### Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	1,613,638	46.12%
(direct) / (none)	1,153,107	49.68%
search.usa.gov / referral	159,783	41.33%
delta.com / referral	113,033	27.49%
bing / organic	107,247	33.15%
aa.com / referral	93,534	62.28%
yahoo / organic	65,208	38.48%
dhs.gov / referral	41,981	27.90%
customersupport.spirit.com / referral	22,886	59.06%
universalenroll.dhs.gov / referral	20,373	33.86%

### Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring?   Transportation Security Administration	2,606,015	36.03%
TSA Pre✓®   Transportation Security Administration	1,033,639	35.05%
Transportation Security Administration	743,698	28.21%
Liquids Rule   Transportation Security Administration	572,810	66.82%
Identification   Transportation Security Administration	296,037	64.86%

### Visits by Social Network

Social Network	Sessions
Facebook	24,550
Twitter	12,885
reddit	1,179
TripAdvisor	889
Stack Exchange	827
Quora	766
Instagram	647
YouTube	630
WordPress	325
Slashdot	285